REMARKS

In the Office Action mailed December 29, 2006, the Examiner rejected claims 2-4, 8-13, 19-22, 24, 25, 27-28, 30-31 and 35-38 under 35 USC Section 103(a) as being unpatentable over Hong in view of Arakawa. In view of the following comments, the Examiner's rejection is respectfully traversed and reconsideration of the claims is requested.

In paragraph [0051], Hong discloses adjusting the backlight and the pixels to maximize the brightness of the pixels. Hong does not disclose in paragraph 51 adjusting only the brightness of the pixels, by adjusting one or more of the red, green and blue settings, responsive to adjustments in the backlight to optimize an image.

In paragraphs [0052] to [0088], Hong describes five embodiments of his invention. In the first embodiment [0052] no adjustment to the intensity of the backlight is made (the display always operates in C-M-Y mode). In the third embodiment, no adjustment to the pixels settings is made or described. The effective duty cycle of each color backlight is controlled.

In every other embodiment Hong describes an image signal processor that adjusts the image signals applied to the pixel not only corresponding to the brightness of the backlight but also dependent on all of the settings of the pixel to be displayed. In the second embodiment, Hong describes a dual mode LCD display that can operate in one of two modes (R-G-B mode and C-M-Y mode) [0057]. Hong describes that at the time of the conversion, the image signals applied to the pixel are appropriately controlled [0058]. In paragraph [0059] Hong describes the color gamut used for each mode which dictates the type of adjustment that must be made to each of the LCD pixel settings (settings of each pixel in the pixel array in our case) before they are sequenced onto the pixel electrodes [0067]. Namely a color space transformation from the RGB color space (gamut) to the CMY color space (gamut). When performing this transformation, the level adjustment of each pixel setting depends on the level of each of the other settings of the pixel.

In the fourth embodiment described by Hong, the image signal processor controls the image signals and light sources by selecting one of the above mentioned display methods (the R-G-B mode, the C-M-Y mode and emphasizing a certain color) [0071]. This requires per pixel setting adjustments not only corresponding to the

brightness of the backlight but also dependent on all of the settings of the pixel to be displayed.

In the fifth embodiment described by Hong, per pixel setting adjustments must be made that not only corresponding to the brightness of the backlight but also dependent on all of the settings of the pixel to be displayed. Additional computations must also be made across all of the pixels. The results of these computations also effect the adjustments of each pixel setting [0086].

Nowhere in US2002/0060662 does Hong describe the claimed invention. Additionally, Arakawa fails to disclose the structure missing from Hong. Accordingly, even if combined, as suggested by the Examiner, the combination fails to disclose the basic structure of Applicant's invention.

Accordingly, it is respectfully submitted that the claims are in condition for allowance and a Notice of Allowance is solicited.

Respectfully Submitted

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